



Job Announcement:
Marketing and Communications Coordinator

Overview:

The Ward Foundation, Inc. seeks a talented and professional Marketing and Communications Coordinator to join our dynamic team. The successful candidate will help create promotional materials, contribute to the development of the Ward Museum's website, write and coordinate posts to social media accounts, contribute to professional presentations, and interact with others to effectively deliver our company's message to the media and wider public. Candidates must possess superb written and verbal communication skills, and have knowledge of marketing trends.

Responsibilities:

- Write content for the Ward Museum website, social media accounts, flyers, and other paper collateral
- Plan and implement communications strategies in line with the Ward Foundation's strategic and departmental plans
- Serve as editor of the semi-annual *Ward Museum* journal and coordinate editing efforts for the annual Ward World Championship Guide
- Serve as point of contact for journal and guide advertisements
- Monitor the company's social media and online presence
- Coordinate promotional events
- Recommend techniques to improve the company's public image
- Work with Salisbury University Publications to develop and maintain brand standards for the Ward Museum and Ward Foundation
- Liaise with Salisbury University's IT department to address Ward Museum IT needs
- Serve as point of contact for media and public questions
- Assess and report on the effectiveness of communication strategies

Requirements:

- Bachelor's Degree in Marketing, Communications, Public Relations, Journalism, or an equivalent field
- A minimum of two years' experience working in a marketing or communications position
- Possess a solid understanding of a range of effective marketing techniques
- Possess excellent writing and editing skills
- Be able to communicate clearly and effectively with individuals from a variety of professional and academic backgrounds
- Possess strong time-management and organizational skills

Reporting

The Marketing and Communications Coordinator reports to the Deputy Director and works in cooperation with all Ward Museum departments.

Compensation:

Salary commensurate with experience. Employer sponsored benefits available, including but not limited to health and life insurance, and retirement savings.

How to Apply:

Please send your resume, cover letter, and a writing sample to wardadmin@salisbury.edu with the subject line "Marketing and Communications Coordinator: [your last name]"

Application review will begin October 29, 2019. Position open until filled.

To learn more about the Ward Museum please visit us online at www.wardmuseum.org or @WardMuseum on social media.

The Ward Foundation, Inc. is the nonprofit organization that runs the Ward Museum of Wildfowl Art, Salisbury University. The Ward Foundation is committed to creating an inclusive environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, disability, age, or veteran status.